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## Taiwan

**Post:** Taipei ATO

### United Tastes of America – Asian Chef Challenge Kick-Off

**Report Categories:**

Agricultural Trade Office Activities

Export Promotion Programs

Food Service - Hotel Restaurant Institutional

Market Development Reports

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**Report Highlights:**

Pre-competition seminars for the planned first-ever United Tastes of America – Asian Chef Challenge generated strong interest in Taiwan, drawing more than 100 professional chefs. The seminars also helped build excitement about the upcoming Taiwan preliminary competition scheduled for March 26, 2013 and the regional grand finale set for June 27, 2013 at the Taipei International Food Show, where the winners from competitions in China, Japan and Hong Kong will go head-to-head.

## **Background**

The U.S. Meat Export Federation (USMEF) is using the U.S. Department of Agriculture's Market Access Program (MAP)/Global and Broad-based Initiative (GBI) to conduct an Asian regional chef competition targeting four key markets, including Taiwan, Hong Kong, Japan and China. The project aims to promote a broad range of U.S. agricultural products among the food service sectors and consumers in these markets. The project has strong support from the Agricultural Trade Offices in Taipei, Hong Kong, Tokyo and Shanghai and is co-sponsored by many U.S. agricultural producer associations, including the Alaska Seafood Marketing Institute, the California Agricultural Export Council, the California Fig Advisory Board, the California Milk Advisory Board, the California Walnut Commission, the California Raisin Administrative Committee, the Ginseng Board of Wisconsin, the Idaho Potato Commission, Sunkist Growers, Inc., the USA Poultry & Egg Export Council, the U.S. Dairy Export Council, the U.S. High-bush Blueberry Council, the USA Rice Federation, and the Pear Bureau Northwest.

## **Summary**

On January 15 and 16, 2013, the United Tastes of America - Asian Chef Challenge kicked off with the launch of pre-competition seminars in Kaohsiung and Taipei, respectively. The seminars attracted 114 professional chefs, who participated throughout the scheduled events. Eleven U.S. Cooperators also participated in the seminars, showcasing and introducing their products for the prospective Asian Chef Challenge contestants, many of whom are influential end-users of food ingredients, including chefs from numerous five-star hotels, such as the Grand Hyatt, Regent, W Hotel, etc. A presentation on competition rules was followed by a tantalizing menu tasting that featured sixteen U.S. ingredients, which, hopefully, will inspire the prospective contestants to cook up their own future superlative meals.

The purpose of the pre-competition seminars was to familiarize professional chefs with the featured U.S. agricultural products, in addition to introducing them to the competition rules and guidelines. The head judge for the Asian Head Chef Challenge, Alan Palmer, who is an honorary member of the World Association of Chefs Societies (WACS), presented the competition rules and answered many questions raised by professional chefs, who are clearly eager to participate in the preliminary competition. An initial screening review of applications will determine the sixteen teams qualified to participate in the preliminary competition, which is scheduled for March 26, 2013, with the winners to go on to compete against teams from China, Japan and Hong Kong in the grand finale to be held in Taipei in June 2013.

At the seminars, the attendees also had the chance to sample a four-course menu that featured sixteen U.S. ingredients. As the competition requires contestants to utilize as many U.S. ingredients as possible, the sampling brought them more inspiration for the contest.

The four-course menu, designed by Chef David Tu, who is an instructor at the National Kaohsiung University of Hospitality and Tourism, featured sixteen U.S. ingredients, including beef, pork, chicken, walnuts, ginseng, rice, pears, oranges, lemons, Monterey Jack cheese, mozzarella, blueberries, raisins, mashed potatoes, broccoli, and apples.



**U.S. pork terrine with cheese puff**



**U.S. chicken consommé with Wisconsin ginseng root garnished with chicken rice roulade**



**Pan fried U.S. beef strip loin with walnut**



**U.S. fruit strudel**



**United Tastes of America – Asian Chef Challenge has received unprecedented support from fourteen Cooperators.**



**Official web site: [www.UTastesamerica.org](http://www.UTastesamerica.org)**

